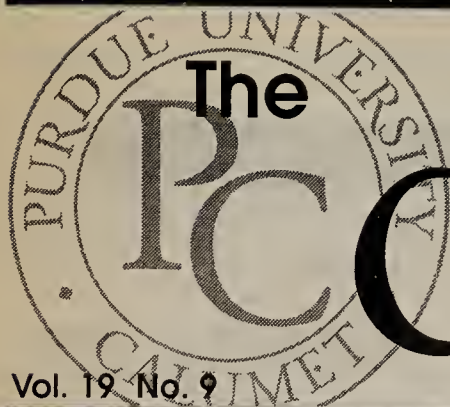




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Vol. 19 No. 9

Monday, October 23, 2000

Public relations class audits for GrayCor in 'win-win situation'

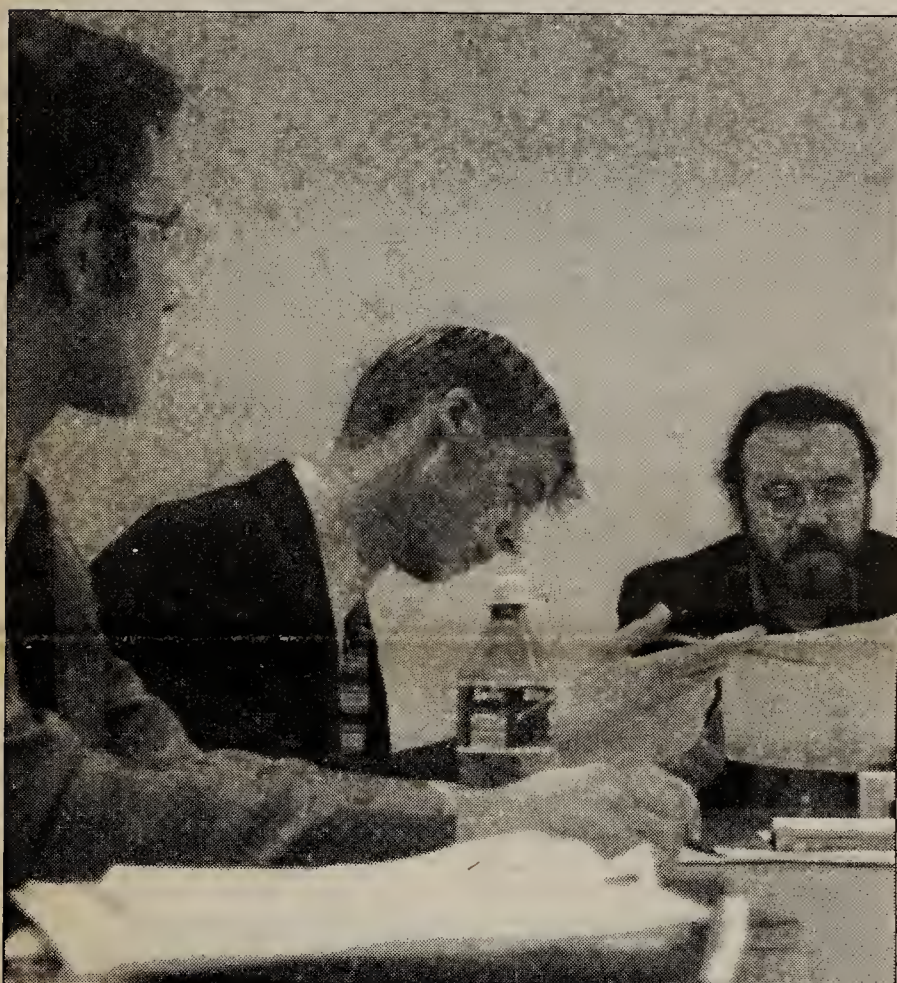


Photo by Tiffany Amber Sanchez

Mark Chyzy (left), ProCom's vice president of internal research and Phil Eenigenburg (middle), vice president of marketing, discuss issues concerning the communication audit with Tom Roach (right), associate professor of communication and creative arts and ProCom's internal consultant.

ADAM RAVEN
Staff Writer

Tears, sweat and adrenaline are pumping through your body as you pour effort into the auditing of a company's communication processes. You have deadlines and on-the-spot meetings called to determine the pace of the work. Keeping calm and focused, you deliver your long awaited arrival of information that can help the financial situation of your client.

The nine-member board in Tom Roach's Problems in Public Relations class is auditing GrayCor, one of the most successful construction companies in the Midwest.

"(The class is) an agency of student base at Purdue University Calumet that dedicates themselves and handles themselves as a functioning agency. The class may not be for everyone. It is difficult work and takes dedication. It involves high pressure for those who want it bad enough," Roach said.

Melissa Garcia, the manager of communication at GrayCor, looked to her past to help make the decision to take on the audit.

"In helping make my decision, I reflected on being apart of Professor Roach's first public relations class on communication audits back in 1991, and was involved with the board of directors up until recently when GrayCor became the client of the audit. In part of helping with the choice, I know the record is strong and have deep trust in the group along with the president of GrayCor. We believe it is a win-win situation for us," Melissa Garcia, manager

of communications for GrayCor, said.

Garcia said the student agency, who have named themselves ProCom, are working on the communication audit for a company with a history dating back to 1921. They operate in heavy industrial and commercial construction based mostly in the Midwest, but stretching to Mexico and Canada.

"Some of there remarkable completions have been Old Water Tower Place at 333 Wacker (Drive) and the brilliant, reflective and culturally consumer building Water Tower Place on 900 Wacker (Drive) in Chicago. Even surrounding PUC's area, GrayCor is busy with working with most of the steel mills based out of Northwest Indiana," Garcia said.

Wendy Rivas, liaison for ProCom, said the preliminary work for the audit began in September, although ProCom was not hired until Oct. 6.

"We do a real audit with bench marking, interviews, focus groups and surveys. We take it one step further with recommendations. We also organize internally and externally. Every detail is important and act as a true firm with weekly board of directors meetings, emergency meetings, and in are structured in every form as firm to perform this way," Rivas said.

Roach said this class gives real-life experience needed to work in public relations.

"This semester will help develop business accrements, a true sight for the real world preparedness, shedding of bad habits and will reward those with the will to want it bad enough to succeed," Roach said.

"It is difficult work and takes dedication. It involves high pressure for those who want it bad enough."

Tom Roach,
associate professor of
communication
and creative arts

Moritz shares experience, triumph with those who seek inspiration

AMY THOM
Staff Writer

Shirley Jo Moritz has accomplished a great deal more than her family, her doctors, and even more than she ever thought possible in the past 13 years. Following brain surgery in 1987, Moritz has been forced to overcome seemingly insurmountable obstacles and has done so with shining results.

In the late 1980s, Moritz was a wife, a mother of two daughters and a beautician. Over a two-year period, she began to experience episodes of loss of motor skills, speech and eyesight that she blamed on lack of sleep. It was after the last episode, which lasted for almost thirty minutes and involved nearly complete loss of eyesight, that she became concerned and sought the advice of her doctor. Extensive testing revealed an artery and vein malformation inside Moritz' brain that left her with few options.

"My doctor told me I may be paralyzed after the surgery, but I really didn't have a choice," Moritz said. "I tried hard to think of pleasant things, to show my children that I was strong and brave."

The delicate surgery took place on April 7, 1987. Her initial recovery kept her in the hospital for more than two months. Moritz was in a comatose state immediately following the surgery, and upon waking, found herself unable to read, write, count or perform countless other basic tasks, she said.

According to Moritz, it was at this time that God told her to write a book about her crisis.

"I couldn't believe that he wanted me to do that," she said. "I couldn't even hold a pencil!"

Moritz said that her faith in God and his wisdom convinced her to take on what she viewed as impossible. After her release from the hos-

"I feel like I am a better person (because of the crisis). Before (the surgery), I was existing. Now, I'm making a difference."

Shirley Jo Moritz,
author

See Moritz, Page 3

Falling into midterms



Photo by Jennifer McCampbell

Sarah Kocsis, a freshman majoring in journalism, takes a break while studying for midterms.

ADMINISTRATIVE UPDATE

E²=Q: An update on Administrative Services' quality initiative for serving the campus

Purdue Calumet's Office of Administrative Services is the campus' business, facilities, computing support and human resources arm. By its mission statement, it "is dedicated to performance excellence."

In response to a 1996 Chancellor's directive, Administrative Services embarked on a quality assessment initiative known as E²=Q (Exceeding Expectations equals Quality.)

Last November, an Administration Update focused on feedback to a student survey concerning how effectively Administrative Services served the campus community.

In the interest of updating Chronicle readers about progress and accomplishments made by Administrative Services in responding to its "... performance excellence" vision, this space will be used periodically—beginning this issue—to include complete or excerpted articles from the Administrative Services quarterly newsletter, E²=Q...Review. This week's report is as follows:

A message from Vice Chancellor Newsom. . .

As stated in our vision, Administrative Services is focused on achieving performance excellence and success through quality systems and customer partnerships. This vision is aligned with the campus vision of developing an exemplary, state-of-the-art learning environment.

Now, what has been accomplished? What is reality? While much progress has been accomplished with developing a systematic performance excellence infrastructure, this infrastructure has yet to be completely deployed throughout Administrative Services. Consequently, we are shy on realizing our targeted results.

Through our hype of the Exceeding Expectations is Quality initiative, we have heightened our customer and employee expectations. From feedback, we are learning what we are doing well and what needs to be improved. We have validated three quality principles:

- 1) What gets measured gets the attention,
- 2) We can run but we cannot hide, and
- 3) Quality is what the customer decides it is.

Assessing progress, listening to customers

Consequently we are developing appropriate metrics and measures to assess progress while intensively listening to our customers and employees.

The reality is that while not perfect, we continue undaunted to accomplish our quest for performance excellence as measured by our customer and employee experiences. We will succeed!

We ask our customers and employees to do two things for us:

- 1) Provide feedback whether solicited or not, and
- 2) Be patient with us.

We are doing all this for you. Continue to hold us accountable for exceeding your expectations.

QUALITY
initiative

At a glance around campus

Morris K. Udall Scholarship offered to students

PUC students in fields related to the environment, and Native American and Alaska Native students in fields related to health care and public policy are invited to apply for the Morris K. Udall scholarship.

The deadline for submitting applications for the scholarship is Feb. 5, 2001. All applications must be submitted to Michael Gealt, dean of the school of Engineering, Mathematics and Science. For further information call Gealt at 989-2468. For more information on the scholarship check out www.udall.gov

Gamers Guild seeks players

Purdue University Gamers Guild is an organization for students interested in role-playing games, such as Dungeons & Dragons and White Wolf (Mage: The Ascension, Vampire: The Masquerade). Those of all skill levels are invited, and experience is not required. PUGG meets on Mondays from 6:30-11 p.m. in SFLC-305 and Fridays from 6:30-11 p.m. in Gyte-108. Additional times will be announced at a later date. For more information contact PUGG President Will Race at lordwill@hotmail.com.

Los Latinos seeks new members

Los Latinos is seeking new members. Membership is open to all PUC students. Meetings will be held on Oct. 23, Nov. 6, Nov. 20 and Dec. 4 at 8 p.m. in SFLC-321. For more information contact Ray at 844-1371 or e-mail Jose at Bigboy15@hotmail.com

Black Student Union to sponsor talent/fashion show

The Black Student Union will be hosting their annual talent/fashion show on Dec. 6 in Alumni Hall from 6 p.m. to 11 p.m. Both students and non-students are welcome to come out and audition. Auditions will be held Oct. 30 and Oct. 31 from 4 p.m. to 7 p.m. in Alumni Hall. For more information, contact Akili Sadiki in the BSU office at 989-3126.

Andrew Horning to speak at PUC

Libertarian gubernatorial candidate Andrew Horning will be discussing issues of residents of Northwest Indiana

as well as students of PUC on Oct. 24 at 3:30 p.m. in Gyte-107. The event will be sponsored by SGA.

Society for Human Resource Management announces fall 2000 meetings

The Society for Human Resources Management's meeting for the fall 2000 semester is as follows: Oct. 24, Nov. 7, Nov. 21 and Dec. 5.

All meetings will be at 5 p.m. and in Gyte-108. If you are unable to attend, but still wish to participate, e-mail Tony Hobson at pucshrmPRES@yahoo.com

Mentors wanted

The Perkins Mentoring Program is looking for students to work as mentors. Mentors help incoming freshman become acquainted with the university environment. The pay starts at \$6 per hour and hours are flexible.

For more information contact Nikki Fitzgerald or Miriam Williams at 989-2664 or stop by Gyte-171.

The Chronicle looking for writers

The Chronicle, PUC's award-winning newspaper is looking for writers to fill vacancies in the news and sports department.

Experience is preferred but not necessary. For more information on becoming a writer, call Jason Dananay at 989-2547.

Northwest Indiana Lupus Foundation holds presentation

The Northwest Indiana Lupus Foundation is sponsoring a presentation called "Body Image and Self Esteem" on Oct. 25 at the Immanuel UCC Church located at 2201 Azalea Drive in Highland, Ind.

For more information on the presentation or the foundation, contact Pat Konvalinka at 836-7964 or Amy at klingeal@xpc.calumet.purdue.edu

Click for a cure

A newly created Web site is donating money for research in bone marrow transplantation for every person that click on their Web site. For more information on City of Hope call 800-260-HOPE.

Quote of the Week

"I will grapple with fate; it shall not overcome me!"

-Ludwig Van Beethoven
1770-1827

The Chronicle

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Moritz

Continued from page 1

pital, Moritz began attending rehabilitation and enlisted the help of the clinic receptionist in typing her first longhand attempts at writing.

In 1989, she joined a creative writing group in Crown Point and was referred to PUC English Professor Charles Tinkham. Tinkham, a published poet, has taught at PUC since 1955. Moritz approached Tinkham with her desire to write a book and sought his assistance in the endeavor.

According to Tinkham, having a measure of personal experience with both creative writing and brain damage, he prepared Moritz

for the inevitable frustrations and emphasized the need for determination during the writing of her book.

Some students who have heard about Moritz' book have said that they are impressed by what she has done.

"She's overcome all the odds. Who would think that someone in her situation could do something like that? She's an inspiration to people, especially those in a similar situation," Miranda Brakley, a sophomore majoring in political science, said.

"I like to think that everybody can write," Tinkham said. "There is a book in every person."

Improve those writing skills

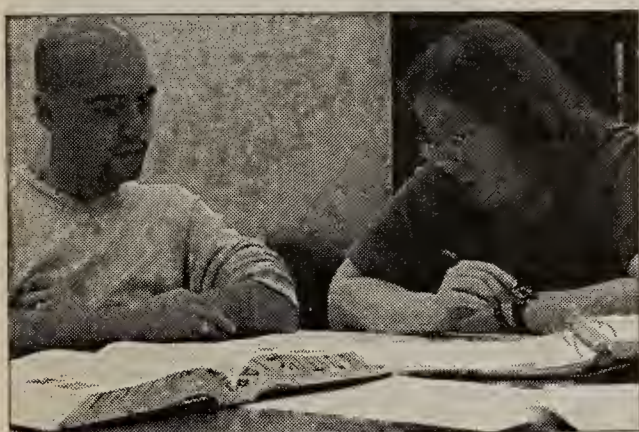


Photo by Jennifer McCampbell

Janet Hobbs (right), a freshman majoring in secondary education, works with Rafael Velez, a graduate student in English and literature, in the writing lab. The writing lab is located in CLO-265 and is open Monday through Saturday. Call 989-2200 for hours.

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Dracula's Breakfast

A pancake breakfast and blood drive to benefit the American Red Cross

Date: Saturday, October 28th

Time: 7AM-11AM

Place: Purdue University Calumet

Student Faculty Library Center

173rd and Woodmar Ave. , three blocks East of Indianapolis Blvd.

Cost: \$5 for adults, \$2 for children

ANYONE CAN ATTEND THE BREAKFAST, but to give blood, you must be healthy, at least 17 years old, and weigh at least 110 pounds.

The Hammond Police Department will be available to conduct fingerprinting for children.



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American Red Cross



Miss Print



PUC police beat
10/10/00 - 10/12/00

POLICE LINE - DO NOT CROSS

POLICE LINE - DO NOT CROSS

Tuesday, Oct. 10, 9 a.m.
A staff member reported a thermometer was found broken in the biology lab in the Gyte Building. The incident occurred sometime between the hours the lab was closed and reopened the next day.

Wednesday, Oct. 11, 6:20 p.m.
A student reported being threatened with physical harm by another member of her class while in a classroom in the Gyte Building. The suspect denied the threat, but admitted that he and the victim had a verbal disagreement. Both apologized to one another for the misunderstanding.

Thursday, Oct. 12, 10:15 a.m.
A motor vehicle traffic accident occurred in the P-9 parking lot south of the SFLC Building. A vehicle was south-bound in the parking lot and due to the driver distraction, drifted right striking two parked vehicles.

Classifieds

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Breast cancer affects all of us

Imagine you are sitting in a doctor's office, in an uncomfortable slick-leather chair. Your palms sweat. Your heart beats a million times a minute. Your mind swirls with images of perhaps your family or your best friends, laughter while watching your favorite movie, a trip to the city or deep soul-baring conversations. The doctor returns. With a firm but foreboding look in his eyes, he says matter-of-factly "you have breast cancer."

Immediately, your thoughts turn to dreadful hospital stays, sickening radiation treatments, dangerous surgery, fearful family members and having your life turned completely upside down. As far as you know, your life is over. This disease is a horribly traumatic experience for more people than the public realizes.

National Breast Cancer Awareness Month is an attempt to raise awareness of this frightening disease, and to encourage for its early detection. According to the Susan G. Komen Breast Cancer Foundation, breast cancer is the leading cause of death for American women. It is only second to lung cancer in all cancer deaths. It is estimated that 182,800 women will be diagnosed with breast cancer by the end of 2000 and 40,800 women will die of the disease. While heredity may play a part in whether or not a person gets cancer, only five to 10 percent of all cases are due to heredity.

Breast cancer does not only affect women. In 1999, approximately 1,300 men were diagnosed and 400 died. Factors include aging, family history of cancer, lower testosterone levels, known as Klinefelter's Syndrome and testicular dysfunction. The danger for men is that the disease has a greater chance to spread and kill, because men are less likely to report symptoms, such as lumps or discharge.

Breast cancer should not be overlooked in the college setting, either. According to the National Cancer Institute, it is uncommon for women under the age of 35; however, a clinical breast exam should be done beginning at age 20. There are many reasons why men and women choose to ignore the impact of this disease.

People may not even want to know. It does not help the situation either if incompetent doctors misdiagnose a condition, such as a mastectomy where the wrong breast is removed. The worst reaction from these doctors is the lack of concern for their patient, condescendingly feeding them the line "it's not cancer, you're just worried." While some people may not be able to afford sufficient insurance coverage, the possibility of invasive surgery and drastically altering their appearance and destroying their self-esteem, or tiring chemotherapy treatments may discourage men and women from making that first trip to the doctor.

Breast cancer is an emotional roller coaster that in the end may rip apart any hope a person might have for a recovery. A great sense of fear, despair, and anger may overcome a person who may be at risk for breast cancer.

Nevertheless, this cannot scare men and women away from crucial prevention. Your life is worth the chance.

For more information breast cancer, call the American Cancer Society at 1-800-ACS-2345.

The Chronicle Editorial Policy

The views expressed in the commentaries and Letters to the Editor do not necessarily reflect the views of *The Chronicle* or Purdue University Calumet. *The Chronicle* is not an official publication of Purdue University Calumet.

The Chronicle welcomes reader input. Letters and commentaries must include the author's name, class standing or other affiliation and a telephone number for verification.

All materials submitted to *The Chronicle* become the property of *The Chronicle*. All material must be saved on a 3.5" DOS format disk. *The Chronicle* reserves the right to edit for clarity, accuracy, space and news style. Copy deadline is noon the Monday before publication.

The People Speak



Scott Oostman

junior, psychology

"No, I believe it is an internal matter that does not involve America. American troops should only be involved in conflicts that are directly related to national security."



Gus Adamopoulos

senior, biology

"No, I do not. Look what happened when they got involved with Yugoslavia and the Albanians. Thousands of people suffered. We have more to worry about here; we are not the world police."



Maggie Butler

senior, management

"No, I prefer they not get involved unless either of the two were involved in the terrorist attack on the US navy ship."



Mindy Monroe

junior, English secondary education

"No I think we have so many problems in our own country. We need to worry about ourselves. We need to mind our own beeswax."



Dorian Bandy

freshman, nursing

"No because it does not have anything to do with us and I don't want to see conflict between us and them."



Ryan Milner

senior, finance

"Yes we have a humanitarian responsibility as a global leader."

Libertarianism offers an alternative

U-WIRE

Here's a loud shout out to all my Republican homies: don't waste your vote on George W. Bush. Even if you like him and for what he stands or dislike him but fear a Gore presidency, there is a greater chance that UConn will have adequate housing for its students next year than there is of Bush winning Connecticut this year. Regardless of what happens nationally on election day, Bush will lose our state. With Joe Lieberman as his running mate and the generally wacky leftist sentiments that prevail in Connecticut, Al Gore has the Nutmeg State all sewn up. Many Republicans believe in small government, free markets and constitutional rights. If you do, I ask you to consider voting for the Libertarian Party's presidential candidate, Harry Browne.

Lots of folks are Libertarians and don't even know it. In general, Libertarians want government to be reduced to the minimum size necessary to carry out its constitutional functions. It is worth quoting a passage from some Libertarian literature to explain:

"Libertarians believe the answer to America's political problems is the same commitment to freedom that earned America its greatness: a free-market economy and the abundance and prosperity it brings; a dedication to civil liberties and personal freedom that marks this country above all others; and a foreign policy of non-intervention, peace, and free trade as prescribed by America's founders."

In short, Libertarians want to secure the promise of America for all. Browne won't win. But a strong showing by the Libertarians can reshape the political debate in America from the current 'exactly-how-fast-should-government-expand' spat that now rages between Democrats and Republicans to how quickly your liberties should be restored. Though they have not won many elections, third parties have influenced the major parties for years. Slavery, labor unions and the deficit were all issues brought to the forefront by third parties. The role of government in American life could well be the next great issue, thanks to the Libertarians and your support of them.

All of the other presidential candidates are arguing over which one is best qualified to run your life. They all claim to know the proper manner in which you should live, how much of your own money you should be allowed to keep, where and how your children should be educated, which health insurance plan you should have, and how to manage your retirement savings. Through "targeted" tax cuts, drug wars, "reform" of education, and much more Bush, Gore, Nader and Buchanan all seek to expand the power government has over you. They are intent upon taking your freedoms away one at a time. They are quite arrogant, aren't they?

But Harry Browne and the Libertarians want you to be free. Libertarians say that you own yourself and that you are best qualified to make decisions about your own life.

As president, Harry Browne would free you from the income tax by making the federal government so small that it can handle its constitutional functions on just the tariffs and excise taxes already being collected. You would be free to keep every dollar you earn and spend it, save it or give it away as you see fit. You could support charities and churches like never before or buy a new SUV — whatever you choose! This tax freedom would of course require massive cuts in government spending. Ask yourself if you would be willing to give up your favorite government program in exchange for never having to pay income taxes again??

We young people know that Social Security is a boondoggle and won't be around when we retire. Browne would let you out of the Social Security pyramid scheme to be free to save for retirement as you see fit. (For those currently on Social Security or near retirement, he would purchase private annuities funded by sales of unneeded government assets such as vast land holdings in the West.) He would also end the insane War on Drugs that has fostered crime, locked up more than a million nonviolent Americans, and provided justification for destroying your liberty. The Bill of Rights would be defended; no government employees would unjustly search and seize your property, monitor your financial transactions, or otherwise nose around in your business. Gun laws violate your Second Amendment rights and invade your privacy while doing nothing to stop violent crime. Browne would repeal them.

In short, he would reduce the federal government to its constitutional duties — defending the nation, operating a court system and little else..

The other candidates propose a new government program for every perceived problem. The result is that under Republican and Democratic control, government has sucked up ever-larger portions of our economy, our wealth and our freedom. But for every problem that faces our nation, the Libertarian solution involves less government and more freedom. Libertarians trust people. We believe that free people acting through free markets and institutions is the best approach to solving societal problems and protecting individual rights.

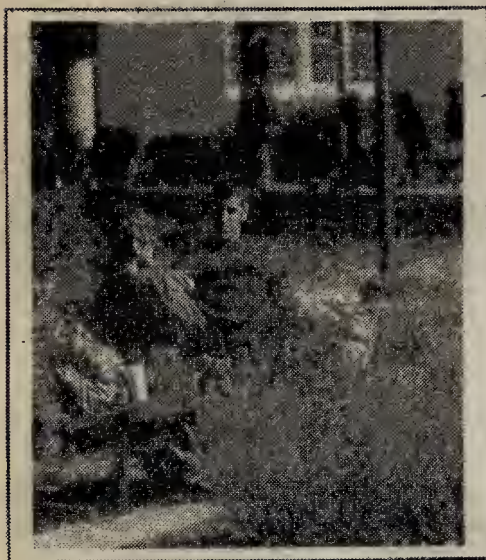
A million votes for Browne could scare the bejeepers out of the Republicans. It might even force them to shape up and become the party of small government, personal liberty and defense of the Constitution. Please be one of those votes. If you want small government, vote Browne. (For more info check out www.harrybrowne.com and www.lp.org).

The Chronicle

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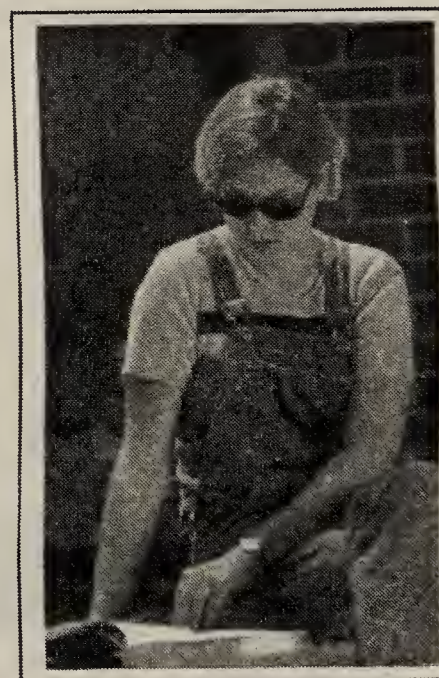
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Registration starts Monday, October 30, 2000

'Lost Souls' loses viewers

CORINE JURGERSON
Staff Writer

Could there possibly be a worse movie than "The Blair Witch Project"? Until last Friday's release of "Lost Souls",

I didn't think that was possible. This movie proves me wrong.

Lost Souls is yet another disappointing attempt at pulling the viewing audience into "The Hollywood mood". Even the excellent cinematography and

special effects disbursed throughout this movie could not save this one. If you happen to enjoy movies that have the potential to explode but end up going nowhere, then this flick is for you. However, if you happen

to be like 95 percent of the audience, you will leave the theater angry that you wasted \$7.50.

Winona Ryder plays Maya, a once-possessed teen who helps her Catholic church perform an exorcism on a convicted murderer. At the site of the exorcism, she retrieves a notepad filled with a numeric code that the possessed killer had been writing repeatedly.

When she decodes the writing, she discovers the name "Peter Kelson" Kelson (Ben Chaplin) is the author of a book that denounces religion and faith. According to Maya and her priest buddies, he is predestined to become the devil in human form. Maya approaches Kelson in attempt to warn him and after some reluctance, he prepares to deal with the fact that he is about to become a demon and take over the world.

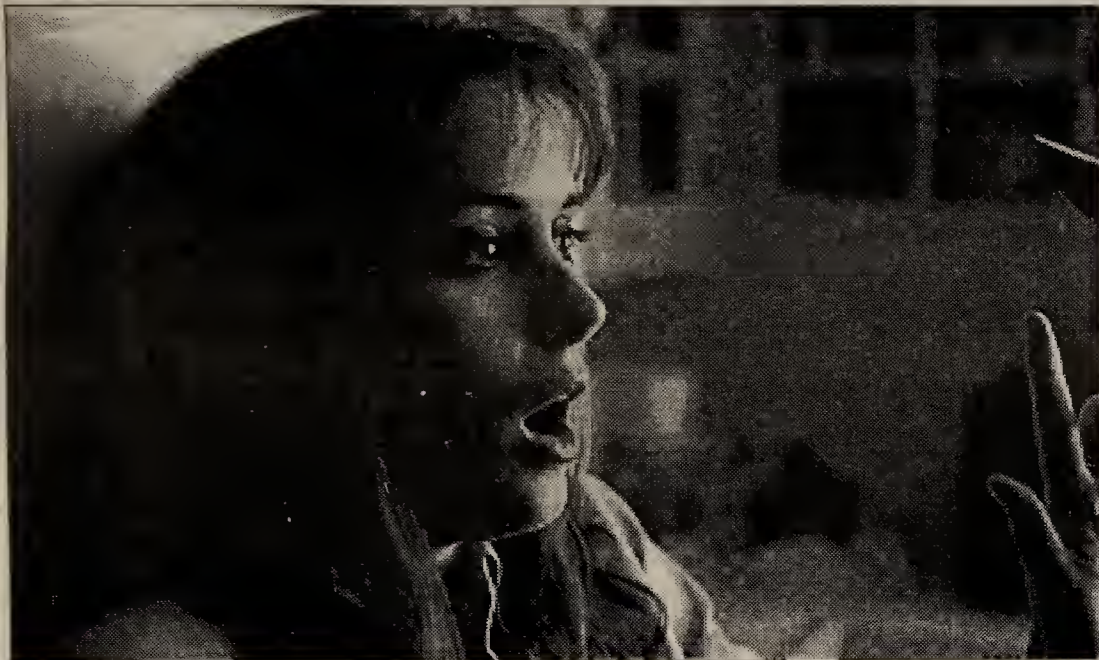
Confused yet? Don't feel bad.

Confused yet? Don't feel bad. The entire movie leaves you in the dark. I don't want to spoil the rest of this outstanding (sense the sarcasm?) film for you, but lets just say that if you're expecting to see some demon action and get a genuine scare, splurge an extra couple of dollars and go check out a Christina Aguilera concert instead. At least the concert will provide the desired effect. The conclusion of "Lost Souls" is truly disappointing.

Heed my advice: do not waste your time or your money on this film. I would have walked out in the middle of it, but I honestly believed that SOMETHING interesting would happen. Overall, the creepy scenes shown in the movies trailer are the only scary scenes. The movie leaves to many details unexplained and the movie drags on and on.

I am thinking that they should have titled it "Lost Attention" instead of "Lost souls."

At least that would have made sense.



Winona Ryder plays Maya, a once-possessed teen who helps her Catholic church perform an exorcism on a convicted murder.

Movie	Lost Souls
Actor	Winona Ryder
Rating	2 of 10

'That's Life' hits a nail on the head

RICK PEREGOY
Entertainment Editor

"That's Life" is a dramedy starring Heather Paige Kent that truly captures what it is like for the average Joe to try to put them selves through college-difficult! The Average Joe - Lydia Delucca, who after an eight-year engagement, has decided to break it off in favor of trying to cut the mustard on the college level, to the chagrin of her mother Dolly (Ellen Burstyn). Dolly harbors concerns of Lydia becoming an old maid while husband Frank (Paul Sorvino)

agrees with her college aspirations, but thinks she should just take a computer class to get a job as a secretary.

Her friends Jackie (Debi Mazar) and a once-upon-a-time Miss New Jersey named Candy (Kristin Bauer) are supportive despite having their own reservations.

Lydia has reservations of her own. She thinks that she can't get through college financially.

She is bound and determined to get through on her own working as a bartender when her financial life takes on hit from all angles - Car repairs, tooth repairs etc.

The show is an hour long but moves fast and it is both funny

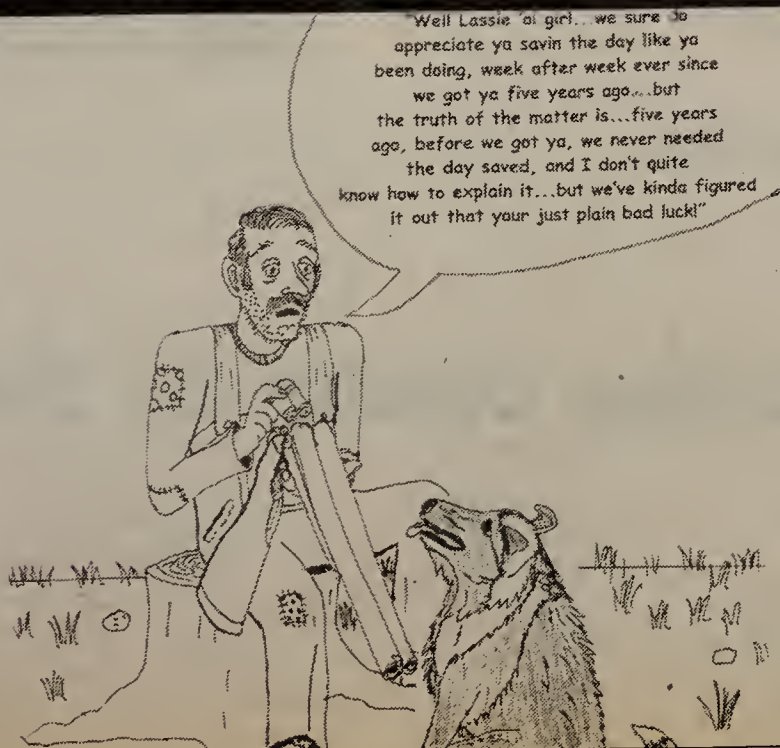
THAT'S LIFE

Saturday
7 p.m.
CBS



Heather Paige Kent (right) plays Lydia Delucca on CBS's new fall show "That's Life" on Saturdays.

UPSIDE-DOWN written by Rick Perego, illustrated by Solomon Shih



and touching.

At school she meets up with a friendly stranger as she is counting out single dollar bills to try to pay for a camera for a photography class. The stranger asks, "Are you a stripper?"

Lydia replies, "No, I'm a bartender... but thanks!"

She is constantly bringing her laundry to her parent's house. Her father Frank throws a hand full of singles into the clothes dryer when she's not looking. It is simply implied that getting a little cash

back by doing laundry is the least that life could afford her. She's a fighter and a prodger.

"That's Life" captivates the college experience. Montclair

University is not PUC, but the situations could be interchangeable. Has an elder ever told you that you should put some money away for a rainy

day? Lydia calls her life a monsoon season.

This TV show is great. Check it out on Saturday at 7 p.m. Central Standard Time on CBS.

Show	That's Life
Actor	Heather Kent
Rating	8 of 10

Radiohead breaks new ground

AMY AURELIO
Production Manager

If you lived your life alone in a crystal glass chamber, aimlessly traveling in space, if your chamber didn't yet explode from the pressure that is, then Thom Yorke's ethereal voice might make you feel right at home. "Kid A," Radiohead's latest disc refers to Yorke's stance on human cloning. It was somewhat inspired by newspaper journalist Naomi Klein's book on mass corporate control, "No Logo." It is a collection of free-form diatribes and intimate meditations that evoke feelings of spatial isolation, suffocation by the hands of the media and identity crises.

I believe that Aldous Huxley would have had this playing in the background as he pummeled away on his typewriter, churning out "A Brave New World" back in 1932.

"Kid A" reflects a step in uncharted waters for Radiohead, both musically and lyrically. The computer-enhanced musical compositions balanced with Yorke's tender tenor voice create a visual landscape that either confounds or soothes the listener.

The record boasts impressive sound effects that range from Yorke's distorted voice to a com-

pletely unintelligible level, a music box to a harp that sounds to be strummed by seraphim. The finished product shines with tracks such as "How to Disappear Completely," a gorgeous, quietly powerful ballad, that conjures an image of a ghost of a man strolling through the chilly streets of London on a rainy afternoon.

"That there/that's not me/I go where I please/I walk through walls/I float down the Liffey/I'm not here/this is not happening..." Another outrageous standout is the self-described pseudo-dance track "Idioteque" a

RADIOHEAD: A DISCOGRAPHY

Pablo Honey - 1993
The Bends - 1995
My Iron Lung (Rare disc)
OK Computer - 1997
Airbag/How am I Driving? (Single)
Kid A - 2000

catchy experimental track that may be the disc's best song, or at least its most memorable. Try to sit still as Yorke's voice scratches on the lyric

"this is really happening" and see if you are not shuddering from awe.

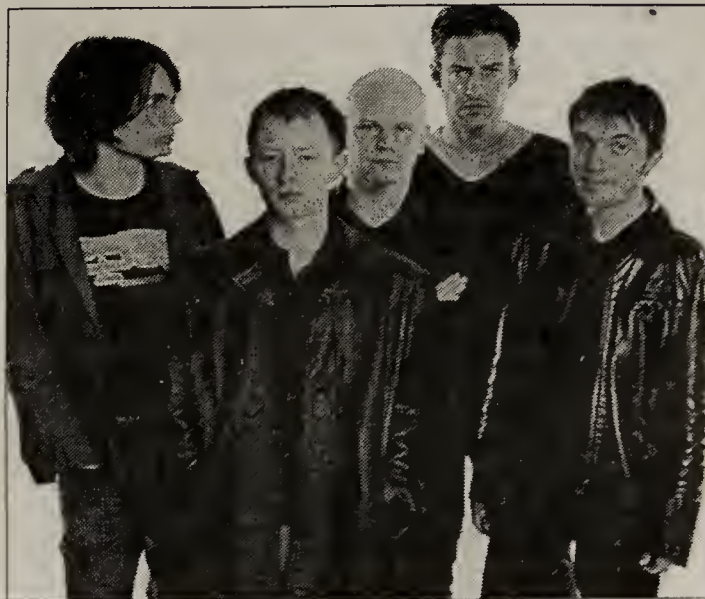
Out of Radiohead's 11-year history, this record is definitely the

band's strangest and strongest yet.

Radiohead consists of Thom Yorke on vocals, guitar and keyboards; Jonny Greenwood on lead guitars, keyboards and sound effects; Colin Greenwood on bass; Ed O'Brien on percussion, rhythm guitars and backing vocals and Phil Selway on drums.

The band began their career in 1988, when they were first called On a Friday. Before their major label debut on Capitol Records, they became Radiohead, reportedly inspired by the title of a Talking Heads song. Subsequently, they became a household name, with the release of "Creep" a self-deprecating love song, in 1992, which these days, causes Yorke to cringe with disgust every time an audience chants for it in concert. Radiohead is so much more than a one-hit wonder.

They later gained major success with 1997's "OK Computer," a disc laden with melancholic lyrics, and an ambient feel. It was regarded by many music critics and listeners as one of the best albums by anyone, ever. How's that for pressure?



Radiohead returns with their fourth record "Kid A." They are (from left to right): Jonny Greenwood, Thom Yorke, Phil Selway, Ed O'Brien and Colin Greenwood. They are reported to be planning a tour next year.

"Kid A" was a labor of love for the band whose members were pushed almost to the breaking point during their two year recording process. However, the band stated in an interview this year, that they reformed the band, with the same five members. They also plan on releasing a follow-up to "Kid A" as early as next spring which has been described as more conventional-sounding Radiohead, with a more guitar-bass-drum format.

They now sound more cohesive and are truly one of the most original bands of our generation.

"Kid A" takes the listener on a journey through unusual facets and caverns, even if they are a little wary of what may happen next. "Kid A" is a bizarre, surreal and beautiful trip for the ears.

CD	"Kid A"
Artist	Radiohead
Rating	9 of 10

'Jackass' a good laugh Stephen King still thrills fans

JOE JUAREZ
Staff Writer

The history of MTV has had many comedy shows and off-the-wall humor antics. Such shows include "Beavis and Butthead," "The Ben Stiller Show," and "The Jon Stewart Show" of the early '90s. However, for the new millennium, MTV has added a new pitch in the world of comedy, amateur video.

In the new MTV series, "Jackass," people go in front of a camera attempt to make what else, a complete "jackass" of them while the viewer tends to get a good laugh.

Such sketches include kayaking down a flight of stairs while someone throws water at the kayaker. They also showed two friends testing a stun-gun and tazer on each other which was really sickening to look at because, after the test, they showed a good close-up of them taking the tazer wire of their chest, which caused me to turn my head in disgust.

Other sketches included a guy what walking around with a prosthetic limb right between his legs, a midget dressed as an "Oompa Loompa" skateboarding across a busy street and a guy washing himself in carwash, as though it was supposed to be funny.

Overall, I did not see much humor in watching "Jackass." Some of the sketches were gross and perverted in some shape or form. The guy with the limb right between his legs or the tazer and stun gun test wasn't funny. There is a difference between shocking and funny. However, I will leave that decision up to you, the viewer to decide whether or not you like the show. I rate this show 1 out of ten stars. Although these guys are trying their best, they are not Tom Green.

Show	Jackass
Rating	1 of 10

U-WIRE

Stephen King knows evil imaginary clowns can kill. He also knows hibernating aliens can make people smarter, as well as eat their souls. King even knows that when a group of teenagers pelt a girl with tampons, pork blood and destruction are bound to be on the next reel. Basically, King knows how to scare people into their own food pantries and make them lock the door.

With more than 30 novels under his belt, it's obvious King knows a lot about writing. In his new book "On Writing: A Memoir of the Craft" (Scribner, \$25), King shows readers some of the events and situations that shaped his life as a writer and also dispenses a nugget or two of good writing advice.

Actually, most of the book is comical: King pokes fun at other authors such as John Grisham and himself. The book is almost an autobiography, but King speaks of his life in terms of writing.

In one half of the book, King talks about his baby sitter sitting on his head and breaking wind. In the other half, he talks about the actual craft, handling the subject like William Strunk and E.B. White in "Elements of Style," only with a hell of a lot more humor.

The combination works well for King, making readers turn the page to see what happens when poor Stevie

wipes his ass with poison ivy, while they, in the process, learn why adverbs are like the devil.

King does his job, and he does it well. After reading this book, it's no longer surprising that King was a teacher for a short time before "Carrie" was published.

King's experience separates his novel from other writing books such as William Zinser's "On Writing Well." He uses his long history with the publishing business to give writers a better view of what can be a scary world - a writer's life. The reader learns the lessons that are often hard to teach.

Although most of the book is good for this purpose, King does become a little heavy-handed advocating his philosophy about art as a support system for life. He sprinkles this throughout the book, which at times drags a little in terms of an autobiography. But that point is moot because, in the end, the novel should be classified as a text on writing.

As King admits, his book isn't a magic potion to instantaneously turn a person into an Ernest Hemingway or a William Faulkner. But it does give guidance. King teaches writing in broad strokes on how to develop story, theme and symbolism.

He touches upon the nitty-gritty of writing, such as sentence structure and grammar, but King knows his strength is story telling, and he teaches that by making readers laugh instead of reach under their beds for baseball bats.

Book	On Writing: A Memoir of the Craft
Author	Stephen King
Rating	8 of 10

CuriousStuff

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NO!

Veteran resident Ed O'Rourke is suing five taverns as well as Tampa Electric Company on the grounds that the taverns allowed O'Rourke to become too intoxicated and that the electric company had improperly installed a gate allowing O'Rourke access to climb up an electrical transformed where he received a 13,000-volt shock. He is suing for \$15,000 citing emotional damages. He climbed up an electrical transformer in a drunken stupor...the damage was already done.

Source: Reader's Digest October 20, 2000

Grantz rantz



A match made in Hollywood

BOB GRANTZ
Sports Editor

The quarterback drops back and, just before he gets the pass off, he gets blindsided by a rushing linebacker. It's a bone-crushing hit and it may have broken his shoulder. Is this Monday Night Football or Saturday night at the movies?

Sports have been a part of the movies for quite some time. One of the earliest is 1925's "The Freshman," a movie about college football.

Make a list of your favorite movies and I bet that least one of them will have something to do with sports. Some of the most popular movies in the recent past have been about sports.

"The Waterboy" is one of the most popular. In it Adam Sandler plays Bobby Boucher, a water boy turned football player who leads his team to victory in the Bourbon Bowl.

"The Waterboy" is a movie that just about everyone I know likes. Sure it is a comedy but at its center is football.

"Any Given Sunday" is another football movie that came out recently. It told the story of how the business side of football affects the game itself. People who like football liked this movie because of its realism when it came to the game. People who did not like football liked the movie because of the story line.

That could be why sports movies are so popular; they can prove to be great stories. Having a sport at the center of your story can be a great way to create a hero. The main character overcomes some problem to be the star in the big game. Bingo, you have your hero, easy as that.

According to an E!Online poll the top ten sports movies of all time are "The Longest Yard," "The Bad News Bears," "The Endless Summer," "Bull Durham," "Caddyshack," "North Dallas Forty," "Raging Bull," "Hoop Dreams," "Rocky," and "Breaking Away."

So what makes sports movies so popular? It is the fact that they are about more than just sports. They are also about people, relationships, spirit and things of that manner.

"For the Love of the Game" is a good example of how Hollywood can use a sports theme to appeal to a wider audience. At its heart, this movie is a chick flick; there is no denying that. The baseball part of the story opens it up to be more than just a romance; it also becomes a sport hero story.

It also makes it a lot easier to watch for the guys whose girlfriends drag them to see the movie.

Sports are a staple of the movie industry and prove to be a common topic for movies to come. In 2001 there are at least two baseball movies slated for release. "61" is the story of the homerun race between Roger Maris and Mickey Mantle. Also being released is "Hardball," a story of a young gambler who agrees to coach little league to get a loan from a friend.

So next time you go to the movies take a look at the now playing list or the coming attractions, somewhere there will be a sport being played on the big screen.

Questions or comments? Contact Bob Grantz at (219) 989-2547 or grantzrj@axp.calumet.purdue.edu.

Self-defense seminar gives women security, confidence

BOB GRANTZ
Sports Editor

A young woman walks alone at night when, suddenly, a man jumps out and grabs a hold of her. What can she do? She would know had she went to the women's self-defense seminar sponsored by PUC.

The seminar was held by Mike Jones, owner and founder of the American Karate School, in the PER Building on Oct. 18. Mike Jones was assisted in the seminar by his brother Steve Jones, also an instructor at the American Karate School. Mike Jones has been in the martial arts for 12 years, teaching for the past three.

According to Mike Jones there are four basic levels of conflict: verbal, controlling, physical and deadly. For each conflict there is an accompanying defense tactic.

Controlling conflict is when someone grabs a hold of you in some way. Mike Jones teaches that in this situation the key is to break the other person's control. For instance if they grab a hold of your wrist, open your hand as wide as possible. This serves to loosen their hold. After loosening the hold, make a circular motion with your arm and break their hold altogether.

In a physical conflict, the Jones brothers teach to aim for the eyes, throat, groin or the knees. These areas produce the most amount of pain with relatively little effort. Mike Jones teaches that a knee lift to the groin is both quick and effective. The knee only has to be raised approximately 18 inches to reach the groin.

When it comes to deadly force, the Jones brothers teach the individual to use the attacker's weapon against them. If someone is holding a knife to your throat, the first thing you are taught to do is to grab the person's arm at the wrist and elbow. You then move your feet so they are even with the attacker's feet. At that point you can lean back and force their arm in towards their body. By doing that you can stab them with their own knife.

Even if you don't stab them you will break their confidence, which works well too.

Steve Jones believes that self-defense only if absolutely necessary.

"If it's just for money, give it to them. It's not worth your life," Steve Jones said.

Mike Jones believes that confidence is most important thing to come out of these seminars.

"Confidence is the biggest benefit of the self-defense seminars. If someone looks confident an attacker may find someone else to target," Mike Jones said.

Michelle Peak, secretary for the Office of Student



Photo by Jennifer McCampbell

Mike Jones, an instructor at the American Karate School, demonstrates a release hold at the self-defense seminar.

Leadership and Development, attended the seminar and came away with a more confident attitude.

"I feel more confidence that if I were attacked that I would know what to do," Peak said.

The American Karate School will be conducting a more in-depth self-defense seminar on Oct. 27. The American Karate School is located at 2824 173rd St. Suite C in Hammond. For more information call (219) 844-7344.

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